

Harvesters Flash Past Judges In Big Drive

"FLORIDA"
SPECIAL

Publix  Opinion

"FLORIDA"
SPECIAL

Vol. II

PUBLIX THEATRES CORPORATION, PARAMOUNT BUILDING, NEW YORK, OCT. 31st, 1927.

No. 1

CHECK UP WILL TAKE FEW WEEKS

The Harvest Month Drive is over and the task of determining the prize winners now confronts the Committee and the auditing staff. It will be several weeks before definite announcements can be made as every possible element must be considered and carefully weighed before making awards. In some cases there have been necessary booking alterations and late changes which will materially affect various returns. Numerous other conditions which could not be figured in advance expectancies must be specially diagnosed to guarantee absolute fairness in the prize division. It is hoped that all managers competing for the major cash awards will understand the problem of determining the results and not become impatient if the announcements are not forthcoming within the next week or two.

While the Harvest Drive is finished, the Exploitation Star Prize Drive will continue over the next four weeks. The personal prizes of the stars will be awarded for outstanding campaigns on the pictures in which these stars are featured. Never before have so many screen celebrities voluntarily offered such generous personal support and encouragement to individual effort. It is most important that all competitive campaigns be forwarded to Lem Stewart, Advertising manager, and all exhibits should include at least three copies of each accessory and three prints of each photo. Mr. Stewart is personally studying each campaign and will head the committee in recommending the winners of these splendid gifts.

MANAGERS CONFIDENT

The Drive is at an end and I am certain that we have gone over to a brilliant victory.—*John Friedl.*

You may think it's all over but the shouting, but as far as we're concerned we're just beginning to shout because we know that we're in for more than one of the big money prizes.—*Charles E. Sasseen.*

We'll take those prizes like Grant took Richmond, not that we want to be hogish, but now that all the returns are in, it looks like we're a cinch to get in on the juiciest portions of the Harvest Drive melon.—*W. E. Drumbar.*

Well, we just passed the judge's stand and had to go sideways to keep from flying. The others may be up front somewhere but by the looks of things they're all taking our dust.—*M. S. Hill.*

Remember how our American doughboys cracked the Hindenberg line? That was fair enough but nothing to how we cracked the Harvest Month Drive. Now that the full returns are in, we're sure that you can't keep us out of the big money.—*Frank Dowler.*

FLORIDA FREE TRIPS

FAIREST FLOWERS OF FLORIDA



The twelve prize winning Florida beauties, representing different cities of that State, selected by Florida newspapers, now appearing in the Publix stage show, "Florida." They are top row, left to right: Dorothy Graham, Myrtle Byron, Adele Fitzgerald, Virginia Shields, Mary Nunn and Gretchen Allen. Bottom row, left to right: Billie Crews, Kitty Mee, Bert Watson, Frances Paracca, Eula Barnhill and Alice Green.

GIERSDORF SISTERS FEATURED IN FLORIDA STAGE PRODUCTION

(For Your Newspaper)

Featured in "Florida," Jack Partington's lavish Publix stage production at the..... Theatre, are three sisters, Rae Marguerite, Myrtle Irene and Elvira Calista Giersdorf. They are the daughters of William E. Giersdorf and Lettie E. Ebert Giersdorf.

THREE LITTLE MAIDS ARE WE



The Giersdorf Sisters

The girls' grandfather Giersdorf came to America from Germany in 1855, and as seems to be the tradition in all German and Italian families of the better class, received a thorough musical education. So prominent locally was he, that the village of Giersdorf in Germany was named after him. When the girls were very young, about seventeen years ago, their father William formed a concert company, after he had diligently taught them to play a wide variety of musical instruments. The success of the concert company was immediate. They played for several seasons, until the father decided to retire.

Following this the girls carried on as a unit and have played chiefly on the Keith-Albee Circuit and principal vaudeville circuits of the country, incidentally appearing for the Publix and Stanley picture houses. They have also played engagements in L. Lawrence Webber's production "Bye Bye Bonnie," the Carlton Hotel Club, Washington, D. C.; Club Madrid, Philadelphia, and the Club Beaux Arts, Atlantic City. Besides all this, they are Columbia recording and radio artists of note. Their grandfather certainly started something when he set himself out to follow a musical and public career. Among them they sing, dance and play a wide variety of musical instruments in a highly artistic manner.

All in keeping with a family of public entertainers "on the road," Rae was born at Council Bluffs, Iowa; Myrtle first saw the light of day at Belgrade, Nebraska, and Elvira made her entrance at Fairfield, Nebraska.

CONTEST STUNT ON PUBLIX SHOW

(Newspaper Contest Story)

Twelve beautiful young Florida girls, each one a prize-winning beauty representing a different city in Florida, have been designated by the Hon. John W. Martin, Governor of Florida, to be his representatives in the Publix (name of your theatre) stage production "Florida" produced by Jack Partington, and opening a one-week engagement on (play date) at (name of your theatre). These young women, keenly interested in (name your city) are wondering if (folks in your town) know as much about their home-town in Florida as these girls have already learned about (name of your town) during the last few days. In order to find out, they have asked (name of your newspaper) to ask its readers to write a letter of not over 300 words, addressed to "Mademoiselle Florida," care (name of theatre), or newspaper.

The letter must be on the subject of the state of Florida or any city in Florida, and should tell the principal outstanding facts about whichever city the correspondent elects to write. To the writers of the best letters, the following prizes will be awarded by the beauties:

For the Best Letter

One round-trip railroad and pullman ticket from your town to Jacksonville, Fla. and Palm Beach, Miami, Tampa, plus official State of Florida Travel Bureau Certificates good for twelve free nights lodging in the best hotels in Florida, plus one \$75 Travel Bureau Book of Entertainment Coupons, good for free bathing, golf, theatres, bus rides, etc.

For the Second Best Letter

One official State of Florida Travel Bureau Book of Certificates, good for 30 nights of Free lodging at any or all of the best hotels in Florida, plus one \$75 Travel Bureau Book of Entertainment coupons, good for free golf, bathing, theatres and bus rides.

For the Third Best Letter

One year free pass to (name of your theatre) good for 52 weeks.

For the Twenty-five Fourth Best Letters

A pair of tickets each to the theatre, to see the stage show "Florida."

Note: (a) Write your letter today. All letters must be mailed not later than (opening "Florida" play date). Letters must be on one sheet of paper, one side only, neatly written, with name, address and phone number of writer. All letters should be addressed to "Mademoiselle Florida," care (name of your theatre or newspaper).

(b) Prizes guaranteed by Management of the theatre and Governor John W. Martin of Florida and Hon. Jerry W. Carter, Florida State Hotel Commissioner.

(c) Winners of free lodging and entertainment certificates must stop one day in Jacksonville, Fla., 908 Lynch Building, Jacksonville, Fla., to have same validated by Commissioner Carter, who will also present a special letter of introduction to any hotels designated by winners directing special service, accommodations, etc., to prize-winner.

(d) Railroad tickets and hotel and entertainment coupons

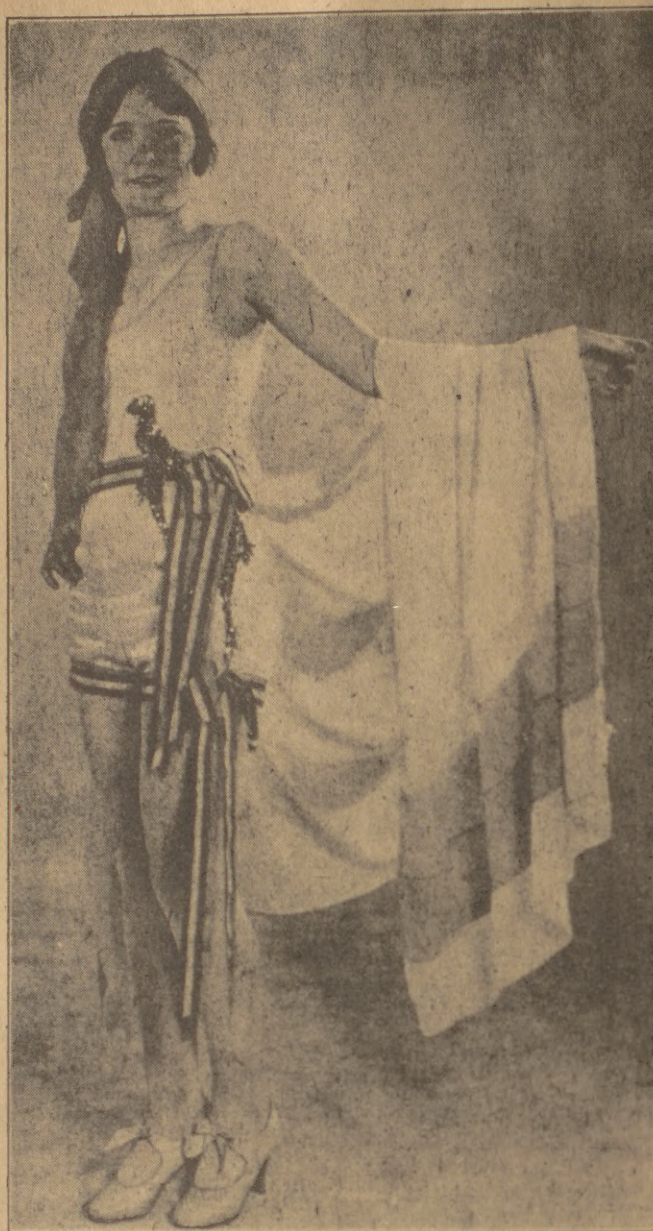
(Continued on Page 4, col. 3)



FRANCES PARACCA



BERT WATSON



EULA BARNHILL

FLORIDA SHOW BIGGEST OF ALL PUBLIX PUBLICITY BETS

We have arranged with officials of the state of Florida, thru their official state Travel Bureau of which Governor John W. Martin is the head, and State Hotel Commissioner Jerry W. Carter is executive manager, to give us a number of free round trips to Florida, as prizes for newspaper hook-ups in connection with the "Florida" stage show, which you'll play soon.

The attached outline indicates the manner in which the contest was handled in New York, and may be adapted to your purposes in any manner you see fit.

In addition to these prizes, the Barron G. Collier company is donating in your city a run of street-car cards, which read:

"SPEND 30 DAYS IN FLORIDA FREE!
Railroad and Boat Fares Paid! Hotel Bills Paid!
Motorbus Fares Paid! Amusements Paid!

And a yearly Pass to the (name of your theatre).
For best Articles written on Florida!

address letters to "MISS FLORIDA" your Theatre.

SEE THE SHOW AT THE (name of theatre) starting (play date).
In order to get these car cards in time to be shown, it will be necessary for you to make your newspaper hook-up at once and notify us the name of the paper. There is no cost to your theatre for these cards or prizes.

The newspaper that hooks up with you on this contest not only gets the circulation-promotion benefit of the street-car cards but also of the screen-trailer of similar copy, and the value of the prizes. All of which ought to make the newspaper eager to go after this idea in a BIG way.

We plan to have ALL PUBLIX THEATRES in your territory (other than the ones where the unit shows play) run a trailer, a week in advance of your contest, calling attention to it. Thus your contest-newspaper will get circulation promotion in your surrounding towns as well as your own town. These non-unit theatres will distribute circulars to patrons, explaining the contest and inviting them to write letters to your theatre or to the newspaper (whichever way you plan to have the contest-mail received). **THUS THE FIRST PRIZE MAY BE WON BY A CONTENTANT IN SOME TOWN CLOSE TO YOUR OWN** but the publicity value to the newspaper promoting the contest as well as to your theatre becomes statewide in a most intensive manner.

Mr. Robert M. Christenberry, Deputy State Hotel Commissioner of Florida, and a newspaperman of experience, is travelling with the Florida show, at the expense of the state, and will assist you in your campaign. The contest tie-up must be made in advance of his arrival. Please do it this week if possible.

In addition to the contest publicity, there will be a number of other publicity angles on this show which should appeal to all of your newspapers, as well as the paper in which you placed the contest. This unit has the twelve most beautiful bathing girls in the state of Florida, selected in contests operated by Florida newspapers and Publix Theatres in Florida.

ALL PUBLIX
PARTIC
FLOR

Here, for
Publix, is the
great array of
publicity back
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Mayor Alsop
Carter, Florida
Publix theatre
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LOVABLE LASSES FROM SOUTHLAND S



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TRES CAN N HUGE TRIP

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KITTY MEE



ALICE GREEN



ADELE FITZGERALD

WHERE AND WHEN FLORIDA STAGE SHOW WILL PLAY

EVERY PUBLIX THEATRE MANAGER SHOULD FAMILIARIZE HIMSELF WITH THESE DATES AND GET IN TOUCH WITH HIS NEAREST UNIT HOUSE PRESS REPRESENTATIVE OR MANAGER IN ORDER TO GET UTMOST BENEFIT FROM THE TREMENDOUS "FLORIDA" FREE TRIP OFFER.

Sat., Oct. 29	Boston	Metropolitan
Sat. Nov. 5	Layoff week	Layoff
Sat. Nov. 12	Buffalo	"Shea's Buffalo
Sat. Nov. 19	Detroit	Michigan
Sun., Nov. 26	Indianapolis	Indiana
Sat., Dec. 3	St. Louis	Ambassador
Mon., Dec. 12	Chicago	Chicago
Mon., Dec. 19	Chicago	Uptown
Mon., Dec. 26	Chicago	Tivoli
Jan. 2-3-4-5		LAYOFF
Fri., Jan. 6	Des Moines	Capitol
Fri., Jan. 13	Omaha	Riviera
Sat., Jan. 21	Denver	Denver
Jan. 28		LAYOFF
Sat., Feb. 4	Dallas	Palace
Sat., Feb. 11	Ft. Worth	Worth
Sat., Feb. 18	San Antonio	Texas
Sat., Feb. 25	Houston	Metropolitan
Sat., Mar. 3	New Orleans	Saenger
Mon., Mar. 13	Birmingham	Alabama
Mon., Mar. 20	Atlanta	Howard
	Jacksonville	Florida
	Palm Beach	
	Miami	

ILLATE IN LAVISH PUBLIX STAGE SHOW

Publix Opinion

Vol. II

PUBLIX THEATRES CORPORATION, PARAMOUNT BUILDING, NEW YORK, OCT. 31st, 1927.

No.

You Know What Publicity Will Do For You! What Are You Doing For Publicity?

"Leave no stone unturned to give Publix the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of
PUBLIX THEATRES CORPORATION

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising

JOHN E. MCINERNEY, Editor

Contents Strictly Confidential.

SPECIAL CORRESPONDENTS

Lem Stewart.....	Home Office, New York City
Sam Palmer.....	Home Office, New York City
Russell B. Moon.....	Paramount Theatre, New York City
Ben Serkovich.....	Home Office, New York City
Charles Pincus.....	Olympia Theatre, New Haven, Conn.
Vernon Gray.....	Metropolitan Theatre, Boston, Mass.
John McGrail, asst.....	Metropolitan Theatre, Boston, Mass.
C. B. Taylor.....	Shea's Buffalo Theatre, Buffalo, N. Y.
Mr. Brenstor, asst.....	Shea's Buffalo Theatre, Buffalo, N. Y.
Oscar Doob.....	Michigan Theatre, Detroit, Mich.
Ace Berry.....	Indiana Theatre, Indianapolis, Ind.
W. K. Hollander.....	Chicago Theatre, Chicago, Ill.
Lloyd D. Lewis.....	Chicago Theatre, Chicago, Ill.
Bill Pine.....	Chicago Theatre, Chicago, Ill.
John Joseph.....	Chicago Theatre, Chicago, Ill.
Dave Lipton.....	Chicago Theatre, Chicago, Ill.
Reeves Espy.....	Ambassador Theatre, St. Louis, Mo.
Harry Watts.....	Capitol Theatre, Des Moines, Ia.
Nate Friedfeld.....	Riviera Theatre, Omaha, Neb.
Lou Goldberg.....	Denver Theatre, Denver, Colo.
R. Tarnelle.....	Palace Theatre, Dallas, Texas
Robert Kelley.....	Texas Theatre, San Antonio, Tex.
Bud Burmeister.....	Metropolitan Theatre, Houston, Tex.
Sidney Danneberg.....	Alabama Theatre, Birmingham, Ala.
L. Furman.....	Howard Theatre, Atlanta, Ga.

Opinion Back

"PUBLIX OPINION published by and for the press representatives and managers of Publix Theatres Corporation, CONTENTS CONFIDENTIAL." That message explains the reason for this publication and we reprint herewith an editorial which appeared in the issue of April 24, 1927.

A little more than a year ago the Publix Theatres Corporation was cemented, rather than created, duly christened and started on its way to epitomizing the highest in theatre entertainment. Since its inception many new links have been added to the chain that is Publix and the organization has widened its scope to such an extent that a medium to disseminating news of its activities, it was felt, would be a boon to the continued strengthening of these links. As this medium, we offer YOUR paper—PUBLIX OPINION. Its title signifies just what we hope and expect it to be—a medium to the expression of opinion for the betterment of Publix entertainment. Primarily its purpose is to solidify our theatres and more closely connect them in the matter of selling our shows to the public. We hope to offer weekly in the columns of PUBLIX OPINION, publicity and exploitation ideas which can be found effective in the selling of our shows. And by the same token we hope to serve as an exchange for the ideas you work out on these shows. In short we want to let each one of you know just what the other fellow is doing to sell his stage show. Further than that, PUBLIX OPINION hopes to serve as a connecting link for all the theatres of the Publix Circuit. In this first issue our youngsters may appear a trifle anaemic. But with proper nourishment from you we hope to see it get livelier and develop into a real lusty, two-fisted child. We're dependent on you to help us bring it successfully through the embryonic stage. And with your support we're sure of building PUBLIX OPINION into a child his fond parents will be proud of. This is the youngster's first gurgle. Let's all get behind him and make him yell.

Hard Job Well Done

The OCTOBER HARVEST DRIVE finished the 29th and from every standpoint was the most successful in the history of Publix. It clearly showed how much hard work and enthusiasm was put into this job, and we feel satisfied this enthusiasm will reflect itself in all of the forthcoming weeks as you have demonstrated to yourselves what this, coupled with hard work and ingenuity, can accomplish.

You are all deserving of unstinted praise for the efforts that you have put forth during the month of October, but at the same time great credit must be given for the cooperation given you by the district managers and district bookers and we cannot let this opportunity pass to tell you how hard your district supervisors worked to make this drive a success.

The Committee also desires to express its great appreciation of the splendid cooperation given you by every one connected with your theatre and for their help in making this drive a success.

The results are now being carefully tabulated. Some corrections are being made on the profit accrued from the big pictures due to our inability to give the boys the correct terms at the time the bookings were made, but the hard work that went into securing the big grosses will not be overlooked.

Just as quickly as we are able to analyze carefully the results of each and every theatre, the prize winners will be announced.

In the meantime, the exploitation prizes from the various stars of the distributing organizations are still waiting for a winner, and we might add, each and every one of these prizes is certainly worth while winning.

This October drive has proven just what can be done and we have in mind another big event around the first of the year that we know you will receive enthusiastically.

HARVEST DRIVE COMMITTEE
D. J. CHATKIN, Chairman.

FLORIDA FREE TRIP CONTEST

(Continued from Page 1, col. 5)

good only on and between now and December 15, 1927; and March 15, 1928, to May 1, 1928. (e) All letters will be opened and read by a committee of theatre executives and the 12 prize-winning beauties. The Florida beauties will be the judges.

Note—If you can get the newspapers to handle the letters, do it. Please keep all letters as State of Florida Travel Bureau want them for mailing list. Before awarding prizes, please be sure prize-winner is not a negro as it would be embarrassing to send a negro prize-winner to Florida. The suggestion is made that prize awards be not announced until you have called in and looked at the winners.

It is proposed that if (name of paper) will print, starting ten days in advance of play date, in generous substance, the foregoing in the form of an attractive news-story of considerable size and display importance, with accompanying photos, the following additional promotional efforts in behalf of the newspaper will be made by the Publix Theatres Corporation and Governor Martin of Florida and State Hotel Commissioner Carter:

(1) The following or similar copy the screens of local Publix Theatres will be shown simultaneously on atres, at each performance, INTENSIVELY, reaching an estimated audience of (fill in) people.

Do You Want a Free Trip to Florida?

Read today's (name of paper) for details of plan by which 12 of Florida's prettiest girls, representing Governor Martin of Florida and Hotel Commissioner Jerry Carter, will give away prizes consisting of free round trip railroad and pullman tickets 12 and 30 day certificates good for free rooms in Florida's best hotels, including golf, bathing, theatres, etc., also free tickets to (name of your theatre.)

Act Now! Get Your (Name of Paper) Today!

(2) All prizes will be awarded without obligation or cost to the newspaper, full responsibility for same being borne by the theatre.

(3) Street-car cards, "L" and subway poster displays using epitome of above (1) copy.

(4) News stories and photos to concern noted local social and business figures (good "news" name) in conjunction with

HURRY! HURRY! HURRY!

EXPLOITATION CONTEST ENDS
NOVEMBER 30th SO SEND IN
YOUR CAMPAIGN EXHIBITS

SPECIAL EXPLOITATION PRIZES

PARAMOUNT STARS

Clara Bow.....	Autographed Bronze Desk Lamp
Emil Jannings.....	Autographed Leather Brief Case
George Bancroft.....	Silver Cigarette Service
Esther Ralson.....	Autographed Mahogany 12-day Desk Clock
Fred Thompson.....	Wrist Watch
Wallace Beery.....	Gold Fountain Pen
Raymond Hatton.....	Gold Pencil
Richard Dix.....	Complete Hammered Brass Desk Set
Adolphe Menjou.....	Set of Studs and Cuff Links
Chester Conklin.....	Automobile Spotlight
Bebe Daniels.....	Autographed Gold Watch

FIRST NATIONAL STARS

Colleen Moore.....	Wrist Watch
Ken Maynard.....	Club Bag
Mary Astor.....	Silver Cigarette Box
Billie Dove.....	Humidor
Jack Mulhall.....	Sterling Silver Cigarette Case
Lloyd Hughes.....	Signet Ring
Johnny Hines.....	Onyx Desk Set
Ben Lyon.....	Leather Wallet and Card Case
Milton Sills.....	Pair Military Brushes
Richard Barthelmess.....	Set of Golf Sticks
Dorothy Mackall.....	Golf Club Bag
Constance Talmadge.....	Silver Photograph Frame
Charlie Murray.....	Silver Belt Buckle and Watch Chain
Harry Langdon.....	Gold Pocket Knife and Chain

UNITED ARTISTS STARS

Mary Pickford.....	Silver Service
Louis Wolheim.....	Wrist Watch
Vilma Banky.....	Walking Stick
Ronald Coleman.....	

METRO-GOLDWYN-MAYER TROPHY

Theatre managers competing for the special Jesse Lasky cash prizes for best advertising, publicity and exploitation campaigns on a Paramount picture and also competing for the special prizes offered by Paramount First National Metro-Goldwyn-Mayer and United Artists should send their campaigns (Three exhibits and three prints of all photos) directly to Lem Stewart, Advertising Manager, Publix Theatres Corporation, Paramount Building, New York City.

(If necessary, make special arrangements with your district manager for photographing essential exhibits of any star and producer contest campaigns as prize donors insist upon adequate proof of outstanding exploitation.)

news-activities of Florida beauties.

(5) In addition to stories concerning the contest, it might be a good idea for the contest-

newspaper to exploit this contest on its delivery trucks and in the various other medium newspapers use for their promotional enterprises.

"ALIGATOR DERBY" SURE-FIRE ART - AND - FEATURE STORY

When Mayor John A. Lee, Jr., of Florida presented some baby alligators to the twelve Florida beauties selected by each Florida city for Jack Partington's "Florida," his honor unwittingly presented a sure-fire photo-and-feature story about the

The alligators, which are only 8 inches long, are named after various Florida cities. And they're great pets for the beauties who carry the beasts around with them. Newspaper photographers never fail to photograph the girls with one of the reptiles crawling over legs, necks or cheeks.

However, it remained for Al Markell and Gay Faun to invent the real stunt. They invented the "Florida Alligator Derby." Back in the dressing rooms, time passes slowly between shows. So Al got a piece of chalk and a nail. He drew a long piece of string, tying to the off hind leg of the alligator.

"All ready, folks for the big alligator derby! The first gator out of the circle wins the money!" shouted the comedian. In a trice, beauties, stars, stage hands and musicians were gathered around, betting on their favorite alligator, and rooting in a manner to shame the best college cheer leaders. After a few races, the Gierdorf sisters discovered that by crooning "blues" during the race, one alligator would run like the devil, while the others apparently were paralyzed, or fascinated into immobility. After working it twice, "blues" singing was ruled off the alligator turf. Al Markell says he's 82 winner already, and is now engaged in a study of alligator culture, with a view to developing speedy yearlings. His present stable are all 200 years old, or more.

Does all this give any city editor an idea for a funny feature story and picture? Try it and see! It would add local color to get the local sheriff or chief of police into the photograph, ostensibly "investigating" whether the alligator derby is or is not "gambling."